

700 Kipling Street, Suite 4000 Lakewood, CO 80215-8000 303-239-4100 ♦ Fax 303-239-4125 www.colorado.gov/ag

John Hickenlooper Governor

John T. Salazar, Commissioner James C. Miller, Deputy Commissioner

May 12, 2011

# Dear Colorado Hay Producer:

The Colorado Department of Agriculture is gathering information for the 2011 Colorado Hay Directory. The directory is distributed in August free of charge to interested hay buyers nationwide. It is publicized through statewide news releases and is included online at www.coloradoagriculture.com.

The Colorado Hay Directory is available at CSU Cooperative Extension offices and various livestock associations in the state. It is also distributed at the Colorado State Fair, National Western Stock Show, Colorado Farm Show and other agricultural events.

The listing fee for the 2011 Colorado Hay Directory to \$25. The deadline for listing is June 15, **2011.** For each producer listing, the directory includes the type and amount of hay available, bale type and size, whether or not laboratory analysis is available, certified weed free status and identifies organic hay. Listings are grouped by region of the state. The directory also includes listings for companies that offer hay-related products or services. Advertising is available at \$50 for a half-page ad or \$90 for a full-page ad.

The directory was first published in 1987 and continues to be an important marketing tool for Colorado hay producers. I hope you will choose to be listed in this year's edition! If you have questions or need further information, please call me at (303) 239-4115, between the hours of 8 am and 2pm or e-mail Loretta.Lopez@ag.state.co.us. Thank you for your support of this popular publication!

Please complete the listing form and return it with your check for \$25.00 no later than June 30 2011.

Sincerely,

Loretta Lopez **Project Coordinator** 

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# Code 104

# 2011 Colorado Hay Directory Listing Form

Farm Name			County				
Farm Address			City			Zip	
Contact Name							
Contact address			City	City			
Telephone							
E-mail address			Web site				
Hay Producer Hay Dealer		Other (specify)					
If "other", please a	ttach a brief description	of your hay-related product of	or service.				
If you are a Colorac	do hay dealer or broker	, are you licensed and bonded	d with the Colorado	Departmen	t of Agriculture	e?	
Yes-License #		No					
Type of Hay	Amount (in tons)	Size/Weight	Bales, Stacks, Cubes or Pellets	Certified Weed Free?	Lab Analysis Available?	Certified Organic?	Organic Certifying Agenc



# **2011 Colorado Hay Directory** Advertising Rates and Information

Join us in celebrating the **25th** edition of the **Colorado Hay Directory**, which is a county-by-county listing of hay producers in Colorado. The directory is published by the Colorado Department of Agriculture and is distributed free of charge to interested hay buyers nationwide. It is publicized through statewide news releases and is included online at www.coloradoagriculture.com. The Colorado Hay Directory is available at CSU Cooperative Extension offices and various livestock associations in the state. It is also distributed at the Colorado State Fair, National Western Stock Show, Colorado Farm Show and other agricultural events. More than 1,500 copies will be distributed in August. For more information, call (303) 239-4115.

# Advertising content suggestions, based on target audience

- Hay available for sale.
- Hay-related products and services.

## Distribution (FREE to consumer)

- ▲ Statewide CSU Cooperative Extensions, Livestock Associations
- National Western Stock Show, Colorado State Fair, Colorado Farm Show
- Worldwide through the www.coloradoagriculture.com.
- Complimentary supply to participating advertisers

#### Rates

Black and White Ad Half page (4-1/2" x 4")-\$50 Full page (4-1/2" x 8")-\$90

# Placement within Directory

All ads are placed at the discretion of the Markets Division, based on space.

#### Submittal of Ads on Disk

CDs and floppy disks are accepted in PC format as Quark or Illustrator EPS files. All fonts and graphics must be included. Please include printout of ad with disk.

## **Publishing Schedule**

June 15	Deadline for reserving ad space
June 30	Deadline for submitting artwork
August 19	Directory to distribution points
August 22	Announce availability to public

## #104

# 2011 Colorado Hay Directory-Ad Reservation Form

Company/Organization Contact E-mail Fax Telephone Address State City Zip **Total Cost** Type of Ad Price Quantity Black & White Half Page \$50.00 \$ Black & White Full Page \$90.00 \$ **Amount Due** \$

☐ Check enclosed, made payable to <i>Colorado Department of Agriculture</i> .
☐ Invoice my company.
☐ Artwork enclosed.
☐ Artwork to follow Art deadline is June 30, 2011

Please return this form by June 15 to reserve your space. Fax to (303) 239-4125, or mail to: Colorado Department of Agriculture, Markets Division 700 Kipling Street, Suite 4000 Lakewood, CO 80215-8000